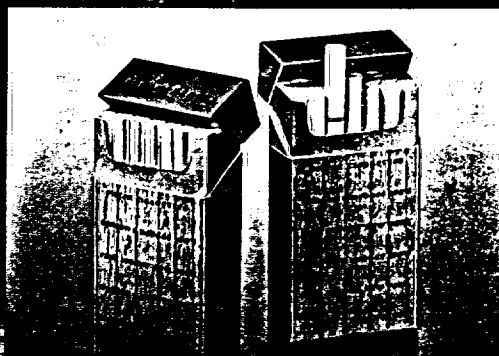


Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

**If you got
mashed
in the elevator
with your soft pack
try our new
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Benson & Hedges
100's.**



Regular or Menthol

17 mg. "tar," 1.1 mg. nicotine,
av. per cigarette, FTC Report, Oct. '74.

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